Market Research and Intelligence,

Sales and Marketing

Course Overview

Market Research and Intelligence,: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live online.

What You Will Achieve

- Explain the core principles and current good practice in Market Research and Intelligence,
- Apply practical tools and techniques for Market Research and Intelligence, in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Market Research and Intelligence, in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Setting the scene: Market Research and Intelligence, in today's organisation
2. Key concepts and the language of Market Research and Intelligence,
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Market Research and Intelligence, with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
9 to 13 Nov 2026	Dar es Salaam	**$1,395**
16 to 20 Nov 2026	Online	**$750**
23 to 27 Nov 2026	Pretoria	**$1,550**
30 Nov to 4 Dec 2026	Gaborone	**$1,450**

LTC Consultants

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.